

WEEKLY REVIEW

Food for Thought

ACTUAL WORK BY SALES FORCE
SHOWS 148 % GAIN FOR WEEK
BEST WEEK SINCE EARLY JUNE

Largest Number of Orders Booked in Four Months
How About You? Are You Doing Your Share?

UNGERER JUST SENDS IN A "PLUM"
ABOUT \$800.00 NOW AND LIKELY
TO BE INCREASED.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, Sept. 30, 1909

NUMBER
FORTY-ONE



PROSPERITY PROSPECTS

From every section of our country we read of wonderful crops, are told by people who ought to know, that we are on the eve of one of the most prosperous periods this country has ever enjoyed, and all one has to do is to look around and he will see evidences of good business already at hand. This certainly should furnish ample inspiration for advertising men no matter what branch of the game they may represent, but what it means for the Calendar salesman and particularly the G.-B. salesman is what you and I are most concerned about.

There are still several months left of the 1909 campaign, and the way our boys have been sending in business the past few weeks indicates that there are many of you who see the possibilities of a good late business, but it is a regrettable fact that many of you are not taking advantage of the possibilities for orders, and some good fat ones too, which are to be had, if you will only get out after them.

A good deal has been said and written about team work. In everything that depends upon a body of men for its success, we find that if there is harmony of purpose the desired results are forthcoming. Now I believe there is not a man on our force who does not want to see the G.-B. Company in the lead, and the splendid gains we have been able to show week after week over the corresponding period of last year surely affords us ample evidence of the great good obtained by having the men pull together.

You have done well as a whole—but how about each of you individually? Have you contributed your share toward this splendid total we have piled up? Some have not. Now just sit down and figure out what you could reasonably have expected to do had you put in more time—and then think of what our total gains would have been had every other salesman, who has been out of his field more than is necessary, kept up his end with the steady producers. Wouldn't it have been

great? But it is not my intention to hold a post mortem. What might have been is ancient history now. Its the closing weeks of this year's campaign I wish to call to your notice. Just sit down and review your work in your territory this season: think of the scores of people whom you could not close because they were not ready to place their orders when you called; add to this the missionary work you can do in every town in your territory, and the many merchants, manufacturers and bankers who are not regular buyers, many of whom could be sold if the proposition were properly presented to them. Doesn't it seem reasonable that if you will get out and put in systematic work you will land a good paying business this Fall? If that's the way the dope looks to you—suppose you buckle on your armour and get busy.

We set a mark for our total sales at the beginning of this year's campaign. Sometime ago we could see that we would pass that mark, so we set another one, and it wasn't a modest amount either. I think we'll pass this mark, too. I know we will, and easily, if we can get a little better team work.

There are several reasons why you should do your part towards this end, purely for your own benefit. A few of these are added commissions, greater assets for you in the future, for every customer you gain means better prospects for business in the future, and a greater knowledge of your territory. You cannot know your territory too well, and it is of equal importance that business men know you, and the line you handle.

If every salesman will do what he can during the remaining weeks of this year, you may be sure that the house will appreciate it, and when you come to Joliet to attend our next convention, we'll grab your hand and thank you, and the way we'll do it will make you feel we mean it.

K. H. GERLACH.

WEEK ENDING, SEPT. 18th

We are feeling mighty good over the work of the sales force during the week ending the 18th, for many reasons. A glance at our sales book and the work of nearly every individual salesman shows positively that we can expect a splendid Fall business. In comparing the week with that of last year, we find that during the same week last year, Mr. T. R. Gerlach booked an important order, which added to the nice total written by the sales force, made a very good week's showing. This year there are no larger orders included in the total, and comparing the actual work of the sales force with their work last year the increase is exactly 148%.

The total sales for the week are larger than for any week during the last four months, with the exception of charter week, back in June. Not only this, but we have booked more orders than during any week since that ending June 12th. We must admit that there are some men on the force who apparently are not alive to the fact that there is plenty of business everywhere if they would go after it, but fortunately these men are few, and we are glad to say that business is coming in in splendid shape from every section of the country.

There is only one conclusion that we can arrive at as regards the man who is not sending in a paying business, and that is—he is not working at all,—or is not presenting the proposition properly, and the chances are greatly in favor of the first guess being nearer the truth. What better evidence could be given of the fact that the possibilities for a big business are great than the results of the past several weeks.

The increase of 148% shown by the sales force is by far the best increase for any one week in the history of the company. You will recall that for the week ending Sept. 4th we announced an increase of 135½%. This was a mighty fine showing, and we hardly expected to beat it.

Another point of importance to the sales force is the fact that there were more orders booked this week than during any week since the beginning of June, and last but not least in importance is the fact that the total sales are larger than during any week during the last four months, with one exception, as previously stated.

And now for a brief review of the work of some of the men.

Mr. Osmun wrote only six orders, but they were substantial orders. His largest one was from a manufacturer of machinery. It calls for "The Flower of the Ranch" in series 12 roll and amounts to \$179.00. Another fair order of Mr. Osmun's, given him by a Real Estate & Insurance firm, calls for 1000 of "A Clear Title" in series 22.

While Mr. Ungerer reported business for only four days, his total for the week is very satisfactory. He reported no business for Monday or Tuesday, but the remaining days of the week he had a good business. His largest order amounts to \$130.00 and is from a dry goods dealer.

Right here we want to mention Mr. Garner, who is doing work for us in a large city. The week we are now reviewing was his first week in the field. He wrote business every day and a total of eight orders. Not only this but his total is most satisfactory. Of course, we all know that at about this time of the year, orders begin to loosen up in large cities, but regardless of this his work is very creditable.

Mr. Carter has the distinction of writing the largest number of orders for the week, and we want to say that his fourteen orders aggregate a nice total. On Monday he wrote three orders; Tuesday one order; Wednesday four; Thursday two orders; Friday three orders, and Saturday a single order.

Mr. Conkling reports a total just a few dollars less than that of Mr. Carter. His best order of the week was from a steam laundry. It calls for 2000 Davis De Luxe mounts. Another good order of Mr. Conkling's was from a coal dealer. It calls for 3600 Kenyon Series Mailing Cards.

We have stated previously that there were no exceptionally large orders during the week, but there were a whole lot of good orders. Despite the fact that Mr. Finley only wrote four orders, he had a most satisfactory total. His best order of the week was a bank order, and calls for 900 Series D33 and D35 De Luxe and 100 Plain Business Calendars, P6001.

Mr. Beelman reports business for four days, and has a very respectable total. His largest order amounts to \$213.00. It is from a milling company and calls for "An English Fishing Village" in Series 7 roll with Mailing Tubes.

There are a considerable number of other salesmen who reported a satisfactory business for the week. For instance Mr. Cies, Mr. A. E. Gerlach, Mr. McCully, and Mr. McLaughlin all secured business every day, in addition to Mr. Garner and Mr. Carter previously mentioned.

A few of the representative orders booked during the week follow:—

Mr. Albert sold a coal company 1000 Special Cardboard Calendars at \$120.00. Mr. Cies sold a furniture dealer 6000 Palm Series Blotters with a series of monthly talks. Mr. Barrett, who, by the way, is one of our office force, has been doing more or less work off and on in our city. During the week we are reviewing he worked on a piano dealer and finally interested him in Blotters, but could not close the order on his first call. On his second visit he went after the prospect good and hard and finally sold him 6000 of our Palm Series Mailing Cards with a series of monthly talks. Mr. Matthews sold a bank \$117.00 worth of "In the Heart of the Rockies" in series 20. Mr. Meyer had two very fair orders during the week, both from banks. One calls for 500 of "Moonlight on the Old Canal" in series M7 and the other for 500 of "Roses" by Kenyon in series D35 with mailing devices, and 100 Roll Calendars "Moonlight on the Old Canal" in series 7.

Mr. Osmun sold a packing company 600 Plain Business Calendars, P6001. Mr. Parks best order of the week was from a drug company. It calls for 2400 Kenyon Series Mailing Cards with mailing devices.

A steam trap company placed an order with Mr. Reilly for 1000 Plain Business Calendars, P6003, bearing special reproductions of their products. Mr. Shepard's largest order of the week amounts to \$150.00 and was from a coal dealer. It calls for 500 of M1601 "A Merry Christmas" and M1603 "Marion." Mr. H. E. Smith secured a nice order from a general store. He sold them 1000 of "Rocky Fords" in series D25.

By the way, in reviewing the work of Mr. Garner we failed to mention that he had three very fair orders during the week. One was from a jeweler and designer and calls for 400 of D1401 "Twilight." Another was from a dental laboratory and calls for 500 of "Autumn in the Tyrol" in Series D27 with mailing devices. His third good order was sold a jeweler, "Twilight" being the subject selected, in series D29.

DAY'S BUSINESS

There is a considerable improvement under this heading, six men having reported perfect weeks: Messrs. Carter, Cies, A. E. Gerlach, McCully, McLaughlin and Garner. Messrs. Huffert, Lindsley and Parks all secured business every day but one. Those writing business four days are:—Messrs. Beelman, Henghan, McCullough, H. B. McDonald, Publow, Ungerer and Woodman.

NUMBER OF ORDERS

No salesman on the force wrote an unusually large number of orders during the week, Mr. Carter standing number one with a total of 14. Mr. A. E. Gerlach stands number two with ten orders. Mr. Huffert and Mr. Parks tie for third place with nine orders. Four salesmen tie for fourth place with eight orders each, Messrs. Cies, H. B. McDonald, McLaughlin and Garner. Messrs. Lindsley and Billman tie for fifth place with seven each.

It is noted that there is a far larger number of men who wrote a fair number of orders during the week, than during any week in some few months previous. As a matter of fact, as we stated elsewhere, there were more orders booked than during any week since the beginning of June. We think that the month of Oct. is going to run considerably ahead of September. October last year shows that we wrote practically 30% more business than in September, and without a question of doubt this will prove true this year. We therefore expect to see the showing under this heading improve materially.

SEND IN YOUR SHEETS

We have repeatedly called attention in these columns to the importance of each salesman looking after the details of his business carefully. We firmly believe that the success of a salesman can, in a great measure, be determined by the care he gives to details. No matter how brilliant he may be in closing orders, he is not going to make a great success unless he looks after his prospects carefully.

It is of extreme importance to the G.-B. Co. that each salesman scans his town sheets very carefully. Our advertising list at this time is extremely large. In fact, it is too large considering that doubtless it contains the names of concerns which are no longer in business, or are so poorly rated that we would not want to sell them even if we could. Since we expect to

send out advertising matter to the names on our advertising list, we want no dead timber on that list. The thorough salesman will revise his town sheets while he is on the ground. Every name should be reported on. We should know whether it is your wish to send advertising matter or not. Without this information we shall have to revise the list here in the office, and we are going to do it by cutting out all questionable concerns and this may include some people whom you should like to have retained.

Do you realize that it is only a little over two months until convention time? If we are to

have our work completed here at the office, we must begin at once on our advertising record. Therefore, it is very important that you send in your town sheets at once. Send in everything that you have completed, together with your recommendations and any suggestions that you may have to offer. Send in any new names that you want put on the list. Of course, we do not mean for you to send in a list for those towns that you expect to visit during the next two months. But send in everything else. *Do it now. Don't wait for us to write you a special letter about it.*

NEWS FROM THE FIELD

FADELY PROUD OF THIS ORDER

Mr. Fadely recently closed an order with a bank calling for 300 of "Roses" by Kenyon in series D35. The order is not large, but Mr. Fadely feels good over it because he was informed by the cashier of this bank that he was the only Calendar salesman who was permitted to show his line this year. It seems that these people bought Calendars from Murphy last year, and when Mr. Fadely called early in the year, Murphy's man had not as yet shown up. Mr. Fadely showed our line, but could not close the order. The line however made such an impression on the buyer that he refused to look at Murphy's or any other line, and when Mr. Fadely recently called, it was only a question of what subject they would use, and they finally selected one of our new Kenyon's in the dainty De Luxe style. Mr. Fadely writes as follows:—

"I am sending you an order today of which I am very proud since I have the distinction of being the only Calendar man who got to show his goods this year to them. I showed this bank in February and it eliminated all competition until today when they got ready to buy. Mr. C——, Cashier, tells me he had not looked at any other line. Murphy sold them last year, but he passed them up this year when they called."

NO TIME LIKE THE PRESENT

So believes Mr. Parks if we may judge from the remarks he makes in a letter accompanying an order for our Kenyon Series Mailing Cards,

which amounts to \$93.00. The institution who placed this order, by the way, was a bank. Brown & Bigelow's salesman had been there shortly before Mr. Parks reached the city, and finally agreed to leave samples with the president, agreeing to call in about a week for the final decision. In the meantime Mr. Parks arrived on the scene, and while they tried to put him off, after a four hours' session he landed the order. Mr. Parks modestly attributes the sale to the goods themselves, and at the same time points out that he has sold 18,000 Mailing Cards in this small town this year. Now we all know that both the Palm Series and Kenyon Series contain splendid subjects, but at the same time they are not selling themselves, and we do not hesitate to say that salesmanship played an important part in this deal. Mr. Parks writes as follows:—

"I got the enclosed order after a four hour fight. The B. & B. salesman had left samples with the president and was to be back next Friday to write the order. I believe that the proper time to sell goods is the present, and went after this prospect with all the arguments I could think of. This makes 18,000 G.-B. Mailing Cards sold in this little town this year. The cards did it, not the salesman. These Cards will sell themselves."

"VIOLET" AGAIN A WINNER

This splendid subject has landed some mighty fine orders for us this year, and we will have to give Mr. Palm due credit for this "classy" subject. There is a little story

in connection with the bank order amounting to \$160.00 which Mr. Cies just landed. It seems he called on these people early in the year, and like many others the buyer did not want to buy until he had looked over other lines, although he admired this splendid subject. Things dragged along until about the middle of this month when the bank wrote us stating that they were ready to place their order and suggested that we send samples or have our representative call. We did not know at that time that Mr. Cies had seen them previously, and referred the matter promptly to him. Accompanying the order was a letter which explains the circumstances:

"I enclose herewith my report on this communication—1000 Calendars at \$160.00. Thanks for your prompt interest. Although these people have been looking at all the lines, "Violet" made such an impression on them last February that they were unable to get away from her.

CIES."

MR. S. L. SMITH JOINS THE RANKS OF BENEDICTS

The company is in receipt of an announcement of the marriage of Mr. S. L. Smith to Miss Eudora Mary Campbell on Saturday, Sept. 18th, last. We don't suppose that there are many of you on the force who are acquainted with Mr. Smith, and as a matter of fact, but few of us in the office have met him personally. Mr. Smith has been doing some mighty fine work for us in the West and without a question of doubt will make a splendid showing in his territory next season. We certainly extend to him our heartiest congratulations and best wishes for his future welfare.

MORE ABOUT K. H. GERLACHS WORK IN THE FIELD

From time to time we have published some mighty fine letters from the boys in regard to K. H. Gerlach's work in the field. Some time

ago we received a letter from Mr. Cies on the subject, and judging from its contents Mr. Cies has profited wonderfully by watching Mr. Gerlach's methods. We venture to say that this is true in many other instances about which we know nothing. As a matter of fact, two or three active days' work in the field with a man who has made as great a success as Mr. Gerlach has as a salesman, could not but result in a lot of good to the less experienced man.

In outlining this line of work for Mr. Gerlach you of course, will realize that it was a good deal of an experiment, but we were firmly convinced long ago of the success of the experiment. Mr. Cies' letter follows:—

"I want to acquiesce in all that has been said of the good accruing from Mr. K. H. Gerlach's work. I am glad John Dean Thompson and others have tried to show just where they were benefitted, as it has helped me to analyze myself.

Here is the point in his tactics that impressed me most, and is too valuable I think to be overlooked. I would term it Mr. Gerlach's positive suggestive style in closing. He has a way of rounding up his proposition, making a man acknowledge its value as he goes along, and then when he hesitates, Mr. K. H. is just bristling with enthusiasm and fortifies every argument with such suggestions as "Buy that proposition," "Take it and try it out once," "It doesn't cost you very much." Or if the man has slipped clear away he will get him to make two or three admissions and then very tactfully say, "Why don't you buy it?" and all in such a way that his man will almost wonder at his own stupidity in not buying.

I know this alone has closed many orders for me. I only regret that he cannot spend another three days with me this year, as I would be in position to learn more from him by using what I already know.

CIES."